

From: WFIU/Christina Kuzmych, Station Manager

For WFIU, HD is an improvement in signal quality and allows the station to compete effectively in the radio environment. The secondary audio channel is a "must" for our community. Over the years our primary listener complaint is lack of choice. One channel does not serve the needs of this community. Listeners have taken this argument to the editorial pages of our local paper many times, asking for resolution. We plan to solve this community need by offering a second channel of talk programming, focusing on national and local issues. The SAC will also allow us to address the Spanish language audience which is quickly becoming an contingency that needs programming and coverage.